

**APAAC Executive Director
Fiscal Year 18/19
Goals and Objectives**

- **Objective 1: Ensure Administrative Oversight**
 - Provide administrative oversight of responsibilities attendant to the role of ED
 - Oversee daily operations of APAAC
 - Exercise sound and fiscal control and management of Council finances and funding
 - Continue to refine financial reports to maximize utility and transparency of operations
 - Continue to review and assess all expenditures to ensure necessary and appropriate oversight of revenue

- **Objective 2: Implement Training for Prosecutors and Administrative Professionals**
 - Continue to look for collaborations with complimentary training partners, including opportunities which compensate APAAC for its time and resources
 - Develop and market a catalog of APAAC Direct training which includes interactive CLE
 - Continue to seek grants to provide additional training resources
 - Implement case summary reports (work with other offices to make sure we are not duplicating work)

- **Objective 3: Oversee APAAC's Legislative Activities and Public Relations**
 - Establish APAAC's reputation as a trusted voice on criminal justice issues
 - Identify, develop, and maintain key relationships at the State Legislature
 - Keep abreast of legislative issues through organizations such as ACJC, NAPC, and NDAA, NACO
 - Develop relationships with Arizona's Congressional delegation offices
 - Maintain status as state registered lobbyist for APAAC
 - Develop and maintain relationships with AACo, CSA and League of Cities and Towns

- **Objective 4: Continue Professional Development**
 - Represent APAAC within the legal community and the community at large
 - Continue to represent APAAC at the State Bar and the Maricopa County Bar
 - Continue to represent APAAC at the AOC through serving on COVIC and its sub-committees
 - Seek out opportunities to represent APAAC at law schools and undergraduate universities, including the development of a prosecutor specialization program
 - Seek out opportunities to represent APAAC at community groups

- Continue to serve on boards of complimentary organizations, such as NAPC, NDAA, and the Forensic Science Academy
 - Continue to teach for complimentary organizations, such as CWAG and the State Bar
- Objective 5: Develop and Oversee Implementation of Comprehensive Communications Plan
 - Establish and work with APAAC working group to develop and implement comprehensive social media plan to:
 - Establish the APAAC Executive Director as the criminal justice expert within the state
 - Strengthen and expand social media outreach
 - Educate the public through social media about the nature and quality of member offices' work
 - Amplify our message through social and traditional media
 - Tell the story behind member offices' stories
 - Develop media relationships and refer media on specific topics to Council Member offices
 - Seek out and do media appearances on current issues
 - Monitor, identify and be familiar with emerging criminal justice issues and APAAC's position/messages
 - Seek out opportunities to represent APAAC in newspapers and magazines
 - Issue white papers on criminal justice topics as directed by the APAAC Executive Committee and pursuant to a strategic communications plan
 - Report at each Council meeting on numbers of hits, followers and other social media statistics